

Illuminated car logos

CUPRA launches its first model with an illuminated front emblem, featuring ACRYLITE® Softlight

- **CUPRA Tavascan is one of the first series models from a European automotive manufacturer to feature an illuminated logo on the vehicle front**
- **ACRYLITE® Softlight version with additionally increased impact resistance offers good light diffusion and is very robust**
- **Material is well-suited to a trend in automotive design**

European automotive design is catching up to its American and Chinese counterparts when it comes to a trend: illuminated emblems on the front and rear of vehicles. Recent changes to European vehicle lighting regulations have expanded opportunities for brand showcasing, creating an exciting new application for ACRYLITE® molding compounds in automotive manufacturing. After all, producing illuminated logos and lettering requires high-quality, light-diffusing materials.

A trailblazer with an illuminated emblem

A pioneer of this trend, CUPRA is launching one of Europe's first series models featuring an illuminated front emblem with its new Tavascan model in fall 2024. The Spanish automotive manufacturer aims to set an eye-catching example for its electric future with innovative lighting design. The CUPRA Tavascan is the first fully electric SUV coupé from the young Barcelona-based brand, which emerged from SEAT's sports division.

On most models, the CUPRA logo is found on the hood. With the Tavascan, the design team placed the copper-colored emblem on a glossy black background, outlining it with a slim contour of light-diffusing ACRYLITE® Softlight. By day, the outline takes on a soft white appearance. At night, with the vehicle lights turned on, it transforms to outline the brand's distinctive emblem with a luminous glow. This effect is achieved by backlighting the sleek, injection-molded emblem with LEDs.

The triangular shape of the illuminated emblem complements the triangular signature light design of the headlights, which are linked by three horizontal light strips. This striking front-end design of the CUPRA Tavascan impressed the judges of the 2024 Red Dot Design Award, who named it the winner in the product design category: "This electric coupé impresses with its dynamic, emotional design and the memorability of its distinctive vehicle face."

ACRYLITE® Softlight: Specialty for light guides

Röhm offers the ideal material for this kind of unusual signature front lights and illuminated emblems: ACRYLITE® Softlight with additional impact resistance features. As Francisco Félix Vicent, Project Manager in SEAT's Lighting Department, stresses: "Any plastic components used in vehicle front-end assemblies must be extremely tough and breakproof. This special ACRYLITE® product provides us with the ideal combination of properties for this. It has the necessary impact strength coupled with the light diffusion we need."

Ramon Vilardell, Senior Business Manager in Röhm's Molding Compounds business unit, describes the special features of ACRYLITE® Softlight: "The product family offers a wide range of polymethyl methacrylate molding compounds with light-guiding and homogeneous

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light diffusion properties. They are ideal for backlit components. If required, we can also provide ACRYLITE® Softlight with additionally increased impact resistance.”

“This robust type of ACRYLITE® is a next-generation material that opens up many new applications in vehicle front-end design,” concludes automotive engineer and SEAT lighting specialist Vicent.

ACRYLITE® Softlight can be processed easily and precisely in all common injection molding processes. Moreover, the exceptional UV and weather resistance of all ACRYLITE® molding compounds eliminates the need for automotive manufacturers to apply an additional UV coating.

[Images]



Trailblazer: The CUPRA Tavascan is one of Europe’s first vehicle models to feature an illuminated emblem in its front-end design – manufactured using a light-diffusing ACRYLITE® molding compound by Röhm.

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Luminous trademark: An impact-resistant type of ACRYLITE® Softlight allows designers to create striking illuminated logos and unique signature lights as showcased here by the CUPRA Tavascan.

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Eye-catching by day and by night: The copper-colored logo on the hood of CUPRA's electric SUV Tavascan is outlined in light-diffusing ACRYLITE® Softlight, which comes to life at night to create a crisp, luminous contour.

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Around 2,900 employees worldwide play a part in our success. With production and research sites across Europe, North America, and China, we combine regional presence with global expertise and create added value for our customers.

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